



2024 Tourism Impact Data

Source: Massachusetts Office of Travel via Tourism via Dean Runyan Assoc

State of Massachusetts

- Direct visitor spending: \$24.2 billion
- State tax generated: \$1.6 billion
- Local taxes generated: \$693.3 million
- Jobs supported: 155,808
- Payroll: \$6.5 billion
- Overnight Visitor Trips: 34.3 million

Berkshire County

- Direct visitor spending: \$839 million
- State tax generated: \$54 million
- Local tax generated: \$18 million
- Jobs supported: 6,530
- Payroll: \$202 million
- Overnight Visitor Trips: 2.2 million

Total Economic Impact of Tourism in The Berkshires: 1.51 billion

This is a result of direct spending of \$839 million and indirect spending of \$671 million



2023 Tourism Impact Data

Source: Massachusetts Office of Travel via Tourism via Dean Runyan Assoc

State of Massachusetts

- Direct visitor spending: \$ 23.6 billion
- State taxes generated: \$1.6 billion
- Local taxes generated: \$670 million
- Jobs supported: 154,333
- Payroll: \$6.2 billion
- Overnight Visitor Trips: 52.3 million

Berkshire County

- Direct visitor spending: \$829.2 million
- State tax generated: \$54 million
- Local tax generated: \$18 million
- Jobs supported: 6,675
- Payroll: \$204 million
- Overnight Visitor Trips: 2.2 million

Total Economic Impact of Tourism in The Berkshires: 1.5 billion

This is a result of direct spending of \$829.2 million and indirect spending of \$660.9 million



2022 Tourism Impact Data

Source: Massachusetts Office of Travel via Tourism via Dean Runyan Assoc

State of Massachusetts

- Direct visitor spending: \$22.4 billion
- State taxes generated: \$1.5 billion
- Local taxes generated: \$602 million
- Jobs supported: 146,013
- Payroll: \$5.6 billion
- Overnight visitor trips: 51 million

Berkshire County

- Direct visitor spending: \$862.4 million
- State tax generated: \$53.9 million
- Local tax generated: \$17.1 million
- Jobs supported: 6,441
- Payroll: \$187.5 million
- Overnight visitor trips: 2.2 million

Total Economic Impact of Tourism in The Berkshires: 1.5 billion

This is a result of direct spending of \$862.4 million and indirect spending of \$687.3 million



2021 Tourism Impact Data

Source: Massachusetts Office of Travel via Tourism via Dean Runyan Assoc

State of Massachusetts

- Direct visitor spending: 17 billion
- State taxes generated: \$1.2 billion
- Local taxes generated: \$394 million
- Jobs supported: 122,660
- Payroll: \$4.4 billion
- Overnight visitor trips: 44.1 million

Berkshire County

- Direct visitor spending: \$768.2 million
- State tax generated: \$50 million
- Local tax generated: \$14 million
- Jobs supported: 5,589
- Payroll: \$151 million
- Overnight visitor trips: 2.1 million

Total Economic Impact of Tourism in The Berkshires: 1.4 billion

This is a result of direct spending of \$768.2 million and indirect spending of \$612.3 million



2020 Tourism Impact Data

Source: Massachusetts Office of Travel via Tourism via Dean Runyan Assoc

State of Massachusetts

- Direct visitor spending: \$10.3 billion
- State taxes generated: \$773 million
- Local taxes generated: \$246 million
- Jobs supported: 109,558
- Payroll: \$3.6 billion
- Overnight visitor trips: 34.2 million

Berkshire County

- Direct visitor spending: \$491 million
- State tax generated: \$34.4 million
- Local tax generated: \$9 million
- Jobs supported: 4,879
- Payroll: \$125.2 million
- Overnight visitor trips: 1.6 million

Total Economic Impact of Tourism in The Berkshires: **662.3 million**

This is a result of direct spending of \$491 million and indirect spending of \$391.3 million



Visitor Demographic Data

Source: ISM Visitor Research Survey, 2021
ISM Visitor Research Survey 2013 data included for comparison

- Median age: 41 (down from 52 in 2013)
- Median household income: \$98,600 (1.6% decrease from 2013)
- Married: 58.3% (27% decrease from 2013)
- Travel preference:
 - 44% travel as couple (32% decrease from 2013)
 - 34% travel with children (70% increase from 2013)
- Top places of origin:
 - New York City metro
 - Boston metro
 - Rest of MA & New England
- Activities engaged in while visiting:
 - 89.6% outdoor recreation (143% increase from 2013)
 - 81.1% museums/historic sites (2% increase from 2013)
 - 51.9% performing arts (12% decrease from 2013)
 - 9.3% cannabis
- Non-Caucasian visitors: 35.1%
- Non-Gender-conforming visitors: 3.0%
- Visitors seriously considering full or part-year relocation: 36%